

FINAL

## **Amway Supports The Skin Cancer Foundation Through Corporate Council Membership**

*Four Artistry™ Skin products earn The Skin Cancer Foundation Seal of Recommendation for safe and effective sun protection*

ADA, Mich., May 10, 2023 – Amway, an entrepreneur-led health and wellness company, today announced that for the first time in the company’s history, four Artistry™ Skincare products have earned The Skin Cancer Foundation Seal of Recommendation. This news comes on the heels of Amway becoming a member of The Skin Cancer Foundation’s Corporate Council in September 2022.

“Joining The Skin Cancer Foundation’s Corporate Council supports Amway’s mission of helping people live better, healthier lives,” said Peter Strydom, Amway’s global chief marketing officer. “Beauty begins with caring for your skin. Sun protection is an important step in a daily skincare routine, the skin is better able to protect and repair itself—to look and feel its radiant best, now and in the future.”

### **The Skin Cancer Foundation Seal of Recommendation**

Amway’s Artistry brand represents the culmination of over 85 combined years of leadership in nutrition and wellness with over 60 years of expertise in beauty and skin science. The Skin Cancer Foundation grants the Seal of Recommendation to products that meet the criteria for safe and effective sun protection. The four Artistry™ skincare products that have earned The Skin Cancer Foundation Seal of Recommendation include:

- Artistry™ Renewing Reactivation Day Lotion SPF 30
- Artistry™ Renewing Reactivation Day Cream SPF 30

“The Seal of Recommendation is an important public education tool in the fight against skin cancer, and we’re always pleased when new products meet our criteria for inclusion in the program,” says Dan Latore, executive director of The Skin Cancer Foundation. “The goal of the Seal of Recommendation is to help consumers choose safe and effective sun protective products that suit their skin care needs as well as their lifestyle, so having an array of products in the program is critical to us and the people we serve.”

Looking ahead, Amway will continue to support The Skin Cancer Foundation as a proud Corporate Council Member and actively seek The Skin Cancer Foundation Seal of Recommendation for additional global sun protection product launches.

###

### **About Amway**

Amway is an entrepreneur-led health and wellness company based in Ada, Michigan. It is committed to

FINAL

helping people live better, healthier lives across more than 100 markets worldwide. According to Forbes magazine, it is among the Top 100 privately held companies in the United States. Top-selling brands for Amway are Nutrilite™, Artistry™ and XS™ energy drinks – all sold exclusively by entrepreneurs who are known as Amway Business Owners. Amway is the No. 1 direct selling business in the world, according to the 2023 Direct Selling News Global 100 list. For company news, visit

[www.amwayglobal.com/newsroom/](http://www.amwayglobal.com/newsroom/).

#### **About The Skin Cancer Foundation**

The Skin Cancer Foundation saves and improves lives by empowering people to take a proactive approach to daily sun protection and the early detection and treatment of skin cancer. The mission of the Foundation is to decrease the incidence of skin cancer through public and professional education and research. Since its inception in 1979, the Foundation has recommended following a complete sun protection regimen that includes seeking shade and covering up with clothing, including a wide-brimmed hat and UV-blocking sunglasses, in addition to daily sunscreen use. For more information, visit [SkinCancer.org](http://SkinCancer.org)